



Franchise Information

National Little Britches Rodeo Association (NLBRA)

Franchise Rodeo Information Booklet

Publisher: National Little Britches Rodeo Association

Staff: Tanya Hernandez and Annie Walter

**Produced in its entirety at the NLBRA Headquarters
Colorado Springs, CO © February 2014**

**National Little Britches Rodeo Association
5050 Edison Ave., Ste. #105
Colorado Springs, CO 80915
(719) 389-0333
(719) 578-1367 Fax
1-800-763-3694
info@nlbra.com**

www.nlbra.com





National Little Britches Rodeo Association

5050 Edison Ave, Suite 105, Colorado Springs, CO 80915
719890333 Fax 7195781367 1-800-763-3694
www.nlbra.com

The NLBRA wants your rodeo to be successful!

Dear Rodeo Committee:

Little Britches Rodeo Franchises are open to all non-profit organizations interested in furthering the objectives of the NLBRA and extending to America's youth the positive aspects of quality junior rodeo.

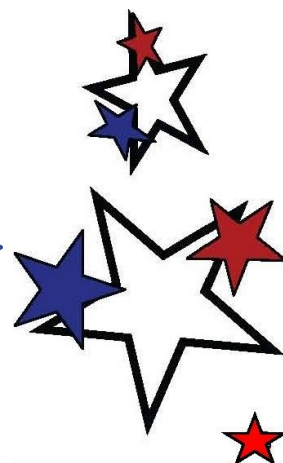
Since 1952, volunteer rodeo committees have been the backbone of the Little Britches Rodeo Association.

Local Rodeo Committees, like yours, are represented on the NLBRA Board of Directors through an annual election, held during the National Finals Rodeo, by all attending Certified Directors. The Board of Directors formulates the Official NLBRA rules and policies, as well as determining the roles of rodeo personnel, including: stock contractors, judges, bull fighters, and pick up men and announcers.

Your committee's success, the quality of your rodeo, the committee's sound financial position and your committee's positive contribution to your community, is important to us. Our goal is to assist your committee and form a long-term relationship for the future.

Little Britches Rodeo

Where Legends Begin ...





The Richest Kid in Town

These youngsters don't come to your rodeo alone. Each rodeo contestant brings along his/her family and hundreds of visitors to watch the rodeo performances and to join the celebration. Collectively these visitors spend millions of dollars each year on food, lodging, entertainment, transportation, and general services in cities and communities like yours across the country.

Of this total, more than ten percent are taxes. These visitor tax dollars reduce your tax burden by paying for services you would otherwise have to subsidize.

Communities work hard to make NLBRA families feel welcome and comfortable to earn their business year after year. When your community makes our families feel welcome they'll return to your event in the future and bring their friends with them. As your rodeo becomes an annual event, an event that is appreciated for its economic impact to the community, your rodeo committee will be able to increase financial sponsorships from local businesses.

You need these young rodeo contestants! It's that simple. You need them to come and bring their families with them. By themselves these young cowboys and cowgirls are just kids, but for your community, they are the richest kids in town.

Table of Contents

SECTION ONE – What it takes to produce a NLBRA Rodeo

Checklist for new NLBRA franchised rodeos.....page 6

Why your choice should be the NLBRA.....page 7

- A. Tradition
- B. Family
- C. High Standards
- D. Consistency
- E. National Finals Rodeo
- F. National Support
- G. National Scholarship Fund
- H. Identity

Five Steps for Producing a Successful Rodeopage 9

- A. Communications
- B. Committee established
- C. Sponsorships
- D. Stock Contractor
- E. Publicity

SECTION TWO – Rodeo Approval

Rodeo Production Requirements.....page 10

- A. NLBRA Franchise Application
- B. Certification of Directors
- C. Establishing Dates
- D. Selecting Production Personnel
- E. Rodeo Formats
- F. Contestant Liaison (Rodeo Secretary)
- G. NLBRA Committee Insurance Requirements
- H. Insurance Regulations
- I. Approval

SECTION THREE – NLBRA Forms & Information

NLBRA Youth Incentives.....page 13

Franchise 501 C-3.....page 16

NLBRA Required Paperwork.....page 17

- A. Franchise Checklist
- B. Franchise Application

NLBRA Checklist for New NLBRA Rodeo Committees

- ☐ Is your rodeo committee willing and able to comply with the NLBRA Official Rulebook?
- ☐ Can your rodeo committee demonstrate a sound financial program including insurance and prizes for contestants?
- ☐ Do you have access to a facility where the rodeo can be held?
- ☐ Does this facility provides a safe environment that includes:
 - ♦ A properly fenced arena that ensures the safety of contestants, animals, and spectators
 - ♦ An adequate rodeo secretary's office
 - ♦ Adequate stock pens
 - ♦ Well-constructed and maintained roping chutes and rough stock chutes
 - ♦ Safe and clean grandstands
 - ♦ Working restroom facilities
 - ♦ Concessions
 - ♦ Adequate parking for NLBRA families and spectators
 - ♦ A sled and pen in the event that an animal is injured
- ☐ Can your rodeo committee provide first aid personnel?
 - ♦ An Ambulance
 - ♦ Veterinarian
- ☐ Can the arena floor be prepared for optimum stock and contestant safety?
- ☐ Can your rodeo committee handle all of the required tasks?
- ☐ Does your committee have the knowledge, or willingness to learn, to produce a successful NLBRA franchised rodeo?
- ☐ Does your rodeo secretary:
 - ♦ Have good communication skills?
 - ♦ Keep accurate records?
 - ♦ Have computer skills?
 - ♦ Have email, phone and fax capabilities?



When the boxes are checked you're ready to Rodeo

Why your choice should be NLBRA

A. NLBRA Rodeo Means Tradition—Sixty Plus Years’ Worth

The NLBRA has been in the business of youth rodeo since 1952. The NLBRA was formed by a small group of dedicated people. Today, under a governing Board of Directors, the NLBRA ranks have grown to more than 2,000 members from 29 states participating in over 300 annually franchised rodeos throughout the United States.

B. NLBRA Rodeo Means Family

The National Little Britches Rodeo Association (NLBRA) believes in our families and their support and dedication to the youth of this country. Contestants from the ripe old age of 5 to 18 years old are eligible to join and compete in the NLBRA. The NLBRA offers western minded youth the opportunity to compete in rodeo while developing their self-confidence, sense of integrity, sportsmanship, and athletic talent.

C. NLBRA Rodeo Means High Standards

The NLBRA expects – and enforces – high standards of conduct based upon a national rulebook that governs the entire association. High expectations are placed on everyone involved. All members and all franchised rodeo committees are expected to read, understand and follow the rulebook.

D. NLBRA Rodeo Means Consistency

Franchising rodeos can be compared to franchising a fast food restaurant. When you pull into McDonalds you have a preconceived idea of what to expect, whether it’s located in Florida or Utah and by franchising your rodeo with the NLBRA we want to offer that same consistency. NLBRA franchised rodeos are consistent because each is operated by the same rulebook with specific rules that address age divisions, rodeo personnel, events offered, time limits, awards criteria and more. This ensures that if a NLBRA family chooses to rodeo across the United States, from South Dakota to Texas and Nevada to Georgia, when they pull into the rodeo grounds they will experience consistency – and their trip to your community will be one that they will look forward to year after year.

Little Britches Rodeo is the “Family Friendly Association!”

E. NLBRA Rodeo Means a National Finals Rodeo

Contestants compete at your rodeo because it is franchised by the NLBRA. Throughout the competition year, the weekend following the National Finals Rodeo through the cutoff date, (typically August 1st through the second week in July) contestants compete at NLBRA franchised rodeos in an effort to earn points that will catapult them into the world rankings and help provide a strong finish at the National Little Britches Finals Rodeo. Contestants are working to win the coveted title of World Champion. During the National Finals Rodeo, contestants compete for more than \$350,000 in prizes and scholarships.

F. NLBRA Rodeo Means National Support

A variety of free services and materials are available from the NLBRA headquarters. Additionally, the NLBRA will announce and advertise your rodeo via its website, Rodeo News and social media. The NLBRA staff actively seeks to maintain a good working relationship with NLBRA franchised rodeo committees, and welcomes your comments and inquiries.

G. NLBRA Rodeo Means a National Scholarship Fund

The NLBRA annually awards more than \$60,000 in college scholarships and contestants of all ages are eligible to begin building their college fund. Scholarships are awarded on rodeo performance and academic accomplishments.

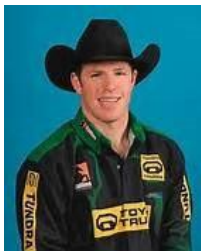
H. NLBRA Rodeo Means Identity

Many former NLBRA contestants are top ranked cowboys and cowgirls in the Professional Rodeo Cowboys Association (PRCA), Professional Bull Riders Association (PBR), Women's Professional Rodeo Association (WPRA) and International Professional Rodeo Association (IPRA).

Recognized worldwide for their achievements, PRCA world champions Ty Murray, Josh Peek, Dave Brock, Robert Etbauer, Neal Barstow, Bruce Ford, Butch, Rope and Cash Myers, K.C. Jones, WPRA World Champion Barrel Racer Kristie Peterson and others all learned their skills as NLBRA contestants. Many top professional athletes have children that compete in the NLBRA.

Many of tomorrow's world champions in the professional arena are members of the NLBRA today. That's why the NLBRA motto is...

“Where Legends Begin...”



I believe that the NLBRA is the best place a young athlete can learn to become a champion. The NLBRA teaches family values, respect and provides athletes with a chance to have fun while learning to compete at a high level. That is what I remember most from when I was a kid.

Josh Peek PRCA Tie-Down Roper & Steer Wrestler

Five Key Steps to Your Rodeo's Success

1. **Contact and communicate with the NLBRA Office and/or NLBRA Executive Board members. We recommend that your NLBRA franchised rodeo committee ask questions and discuss concerns in advance.** From the first stages of planning through your final rodeo performance, the experience and knowledge of these individuals will benefit your rodeo. You'll find the NLBRA National Office staff and Executive Board members to be interested in your success and longevity and we recommend that you communicate with the NLBRA National Office on a regular basis.
2. **Establish your rodeo committee at least three months prior to your rodeo.** Plan every aspect of your rodeo carefully, step by step. Extensive organization and delegation will help with time management, reduce expenses and harness opportunities. If you need more "manpower" call upon civic organizations within your community to help with this endeavor. When you think you have enough help ask 5 more people to get involved. Follow-up meetings are recommended to check on the progress made by committee members as assigned. For example: A back-to-back, two day rodeo with 100 rodeo contestants with one arena take an average of 8 hours to run each day. That's just the rodeo performances themselves and does not take into account any work that must be done prior to or after the rodeo. Youth sporting events are marathons, not sprints.
3. **Build a strong sponsorship base.** It's true that the NLBRA rodeo contestant will pay an entry fee, but as you build your cost projection list you will quickly realize that expenses will outweigh income; therefore, securing sponsorship dollars are important to a financially sound rodeo committee. Promote your sponsors before, during and after the event. It's important to let each know just how important they are to the rodeo's success. Most NLBRA families are very loyal to sponsors and it's important that the details get to them in order to capitalize on the economic potential coming to town.
4. **Maintain a close working relationship with your stock contractor.** These individuals know the rodeo business. NLBRA approved stock contractors are extremely knowledgeable about rodeo, including most aspects of rodeo production. They will be able to provide many of the services you need including: pick up men, bullfighters, announcers, judges etc. Stock contractors have a vested interest in your success and longevity. A good stock contractor can help you produce a quality rodeo.
5. **Begin your publicity program early and promote your rodeo to the community.** Work with local radio, television and newspaper media to gain coverage. Participate in ticket giveaways in exchange for on-air time. Committee members can take turns promoting the rodeo at local service organization meetings. Think outside the box (i.e., hold a chili cook off in conjunction with rodeo, have a dance with music by a local band, introduce public officials and politicians, etc.) and get the word out early. Remember to utilize social media.

Rodeo Production Requirements

A) NLBRA Franchise Application

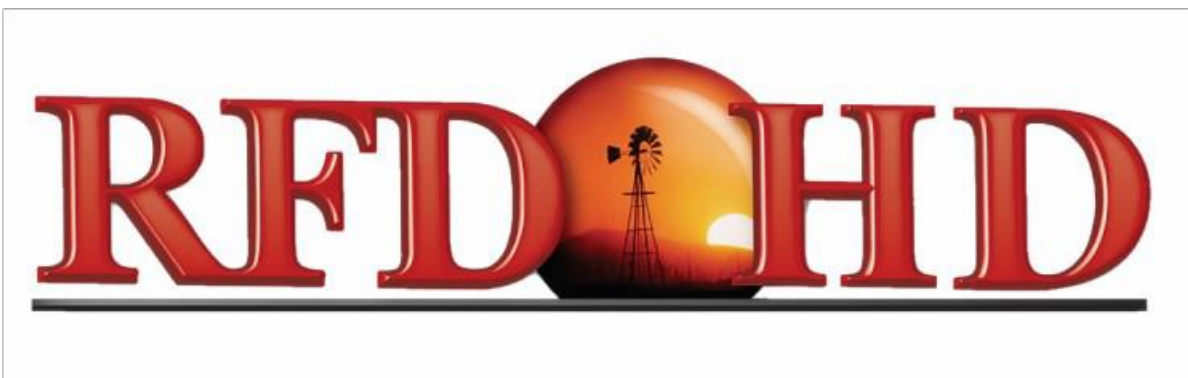
Every first-time NLBRA rodeo committee must complete a NLBRA Franchise Application for each rodeo held during the competition season, which generally extends from August 1st through the second weekend of July. This form should be fully and carefully completed, notarized and submitted to NLBRA Office, along with a check for the appropriate franchise fee at least sixty (60) days prior to the requested first performance. (Forms are located in the back of this booklet or can be found at www.nlbra.com). For more information about franchise rules and requirements please see the NLBRA Official Rulebook General Rules Article I & Article II. NLBRA families plan their itinerary by information available at www.nlbra.com and by reading the RODEO NEWS. Contestants enter rodeos based on the information available in your rodeo listing. We encourage you to submit your NLBRA Franchise Application early so that the national office can help promote your rodeo via these “FREE” vehicles. The earlier you promote, the quicker your rodeo will fill up.

B) Certification of Directors

Every approved NLBRA rodeo must certify two local Directors (CDs). This certification benefits both the member committee and the NLBRA, insuring that responsible, interested individuals will represent their interests on a year-round basis. For more information about requirements and duties for Certified Directors see the NLBRA Official Rulebook By-Laws Article III, Article V, & Article VI.

C) Establishing Dates

Each NLBRA rodeo committee may choose their own dates, with the exception that no member rodeo may be held simultaneously within a fifty (50) mile radius of another NLBRA-approved rodeo. Careful consideration should be given to the selection of rodeo dates. For example, a conflict in dates with other nearby rodeos, even beyond the fifty (50) mile limit, could result in fewer contestants and spectators. Further, a conflict in dates may make it impossible for contestants to compete in both – damaging their chances to qualify for the National Finals Rodeo. Most successful rodeos coordinate their dates with other community activities.



D) **Selecting Rodeo Personnel**

IMPORTANT - We strongly recommend that all agreements with rodeo personnel be established by written contract, specifying what services will be provided and terms of compensation.

The following rodeo personnel must hold appropriate memberships in the NLBRA.

- | | |
|--------------------------------|-----------------------------|
| ❖ Stock Contractors | ❖ Clown/Bullfighters |
| ❖ Judges (minimum of 2) | ❖ Pick-up Men |
| ❖ Announcers | ❖ Photographers |
| ❖ Contract Acts | |

Each rodeo committee is responsible for verifying, prior to the rodeo, that these associate members hold current NLBRA memberships. Frequently, judges and other contract personnel will buy their own memberships, as they receive advertising on the NLBRA website and usually work more than one rodeo. Some rodeo committees choose to purchase cards for personnel volunteering their services. Either way, committee contracts with rodeo personnel should specify who is responsible for payment of required membership fees.

As part of your franchise fee you will receive memberships for your rodeo secretary, track director, arena director and two (2) certified directors.

E) **Rodeo Formats - It's Your Choice**

Your rodeo committee must decide which format will work best for you.

- Format A – Standard Prize List
- Format B – Cash Payback
- Format C – Jackpot

Every NLBRA committee must follow the requirements established in the NLBRA Rulebook regarding awards and minimum prize list. See General Rules Article I, Section 1 & Section 4.



F) **Contestant Liaison (Rodeo Secretary)**

This is a very important job at any rodeo, most often performed by the rodeo secretary. Beginning at least one (1) month prior to the rodeo, it requires answering questions from NLBRA members and non-members, receiving entry forms and sending confirmations. This person should be knowledgeable and easily accessible by telephone or e-mail as a wide variety of questions will be forthcoming. This person is the first contact most contestants and their families will have with your event. Choose this person with care as public relations and communications are a key to a successful rodeo. If your rodeo secretary holds a full-time job or is from out of town, they should be informed that this position will take time in the evenings and weekends to complete.

G) **NLBRA Committee Insurance Requirements**

NLBRA rodeo franchises must demonstrate adequate liability insurance coverage PRIOR to receiving its approval simply by faxing a copy to the National Office (719) 578-1367. Your insurance certificate must be received in the National Office no less than 8 days before your first rodeo performance begins; however, 30 days is preferred. Please feel free to contact Kevin Shewmaker from WSI Inc. (816) 398-2774, or your local insurance company for rate information.

H) **Insurance requirements:**

The NLBRA franchise shall maintain Commercial General Liability Insurance coverage in an amount not less than \$1,000,000 per occurrence for the duration of the NLBRA Rodeo including set up and tear down. Insurance coverage shall apply to third-party bodily injury and property damage claims arising from the negligence of the NLBRA Franchise pertaining to the rodeo event. Said coverage shall be written on an “Occurrence” basis. Policies written on a “Claims Made” basis will not be accepted.

The NLBRA Franchise shall furnish a standard Certificate of Liability Insurance to the National Office 30 days prior to the start of the event. The Certificate shall include a 30-day notice of cancellation and name the NLBRA/Sponsors as Additionally Insured. If the Franchise fails to provide proper notice of coverage, the NLBRA reserves the right to obtain coverage for the event at the expense of the Franchise.



I) **NLBRA Rights Regarding Approved Rodeos** **Required Use of the NLBRA Trademark**

All NLBRA franchised rodeos must carry the NLBRA approval symbol or the statement “approved by the National Little Britches Rodeo Association” in all programs, advertising, entry blanks, and all other printed material.

If any NLBRA member participates in a NLBRA franchised rodeo or rodeo event – including jackpots, special events, exhibitions, television programs, etc. (whether or not they are conducted for the benefit of commercial sponsors), the NLBRA owns and can exercise the option to use, as it sees fit, all rights to television, film, photographs, illustrations, radio interviews, web site and other visual and/or audio depictions.

The NLBRA will provide your rodeo committee with signage from NLBRA National Sponsors, such as arena banners that must hung in the arena throughout your Little Britches Rodeo and grand entry flags that must be presented during the grand entry. Additionally, gift certificates from NLBRA National Sponsors will be provided to your rodeo to serve as additional awards at the conclusion of your rodeo or rodeo series.

NLBRA Offers Several Programs to Our Youth

NLBRA/WRANGLER Academic Scholarship Program

- Who will win? One boy and one girl will each earn a \$2,000 scholarship and four additional members will earn \$1,000 scholarships.
- Who can apply? The NLBRA/Wrangler Academic Scholarship is available to any and all high school seniors who have been a competing NLBRA member for the previous three years; and, who will complete their last year of high school prior to the current season's National Little Britches Finals Rodeo.
- What is the determining factor for earning the NLBRA/Wrangler Academic Scholarship? As you might guess, the emphasis is placed on academics rather than rodeo performance for this particular scholarship.
- How can I get an application? Application and eligibility criteria are available at www.nlbra.com.



Tai Ann Nittler accepting her scholarship from board President, Robert Lay, at the 2013 National Finals Scholarship Awards Ceremony.

Rainwater Family Scholarship

Warren and Toni Rainwater established this scholarship fund in memory of their son, Winn Hal Rainwater, and daughter, Carla Suzanne Rainwater, who were both killed in separate accidents years ago. The Rainwater family chose the NLBRA because of their affection for and experiences within the organization.

Like many generations, the Rainwater family treasures their Little Britches Rodeo experiences; and they wanted to establish a scholarship fund that would help other young adults, who competed in the NLBRA, as they began their education after high school.

The Rainwater Memorial Scholarship fund is designed to help the talented youth that participate in the NLBRA and it is one of the ways that Warren and Toni preserve the legacy of their children. The Rainwater Memorial Scholarship is an opportunity for any NLBRA member, regardless of rodeo success, to earn scholarship money. The scholarship is designed to provide funding for NLBRA members who plan to continue their education after high school. Application and eligibility criteria are available at www.nlbra.com.

NLBRA Membership Incentive Program

A program where every NLBRA member is a champion. A program where every NLBRA member can earn a FREE membership. Who's better at growing the NLBRA membership base than the current membership itself? The NLBRA is learning that the best salesmen for our Association are those currently involved. Our members know the benefits of the NLBRA. It's actually a very easy contest and every NLBRA member can be a winner. A \$80 value, FREE!

Rules of this program are:

- 1) Encourage five (5) new members to join during a rodeo season.
- 2) New applicants should include your name and back number on their application to ensure that you are credited for their membership.
- 3) Once all 5 membership applications are completed and approved, you qualify for a free membership the following season.
- 4) If you are a last year senior, you have the option of awarding your FREE membership to a younger sibling or friend.



The Wrangler/ NLBRA TopHand Team

Members earn the honor of being a part of this team by demonstrating hard work and dedication for earning five first place standings in one or more events going into that season's NLBFR. Members on the NLBRA Top Hand Team will be provided with apparel that can be worn at local rodeos to display their accomplishments.





JAMA CORPORATION

Old West Boot Certificate Program

The NLBRA has increased the number of rodeos it annually franchises and the Old West Boots program that was established in 2005.

As of January 1, 2013 the requirements for a franchise to claim an Old West Boot certificate are:

The NLBRA franchise rodeo must have at least 60 contestants.

In the event that your rodeo has less than 60, then the National Office Team will keep a running total and will inform the NLBRA franchise when the total reaches 60 so that an award can be made. This is an effort to keep the program for all NLBRA franchise rodeos.

The NLBRA Rodeo franchise awarding the Old West Boot certificate MUST submit a photo of the Old West flag and/or the Old West banner at the time the award is presented.

All Old West Boot certificates are intended to be awarded to NLBRA members first with only a small percentage being awarded to rodeo personnel, committee members and volunteers. Thank you for remembering that the NLBRA's focus and intent is kids first.

All NLBRA franchise rodeos must submit the name and photos as required then the National Office will send a certificate to the person awarded the Old West Boot certificate. For eligibility rodeos must submit the name with their final report unless prior arrangements have been made with the NLBRA National Office Team.

The NLBRA franchise is encouraged to also send thank you notes and photos to Old West Boots.

The NLBRA is the only organization that Old West Boots sponsors and we truly appreciate their continued commitment to the NLBRA.





Your Franchise can Apply for 501c3 Non-Profit/Tax Exempt Status

Here is How:

Type the following links into your address bar in your internet browser.

An Adobe PDF version of the Application and Application Instructions will open for you to print and fill out.

D 501c3 Tax Exempt Status Form for Non-Profit Organizations

http://www.irs.gov/pub/irs-pdf/fl_023.pdf (27 pages)

D Instructions for 501c3 Tax Exempt Status Form for Non-Profit Organizations

http://www.irs.gov/pub/irs-pdf/il_023.pdf (38 pages)

Or go to the IRS website: www.irs.gov

D Go to "Charities and Non-Profits" -

D Go to "Forms" -

D Look for form: 1023 Application for Recognition for Exemption



Tasks	NLBRA Franchise Rodeo Check List	NLBRA Franchise Rodeo Committee Person Responsible	Deadline	NLBRA Franchise Rodeo Committee Estimated Cost	Date Completed	Actual Cost
1	★ Stock Contractor(s) rough stock, timed event cattle, goats					
2	★ Judges (Minimum 2)					
3	★ Announcer (NLBRA#)					
4	★ Pick-up Men (Minimum 2)					
5	★ Bullfighter (Recommend 2)					
6	Secretary					
7	Timers					
8	Ticket Sellers					
9	Ticket Taker					
10	Traffic Control					
11	Concessions					
12	Program Sellers					
13	Dry Erase Boards w/markers for Judges					
14	Rodeo Facility (arena)					
15	Sound System					
16	Lighting					
17	Ambulance Services					
18	Tractor and Drag (Rakes)					
19	Sled					
20	Stock Pens					
21	Feed for stock					
*	Associates must be an NLBRA card holder					